

MOBILE REAL ESTATE AGENT (M-RESTA)

This report submitted to Graduate School in partial fulfillment of requirement for the degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

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BUSINESS PLAN

PROJECT TITLE:

Mobile Real Estate Agent

(M-RESTA)

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UNIVERSITI UTARA MALAYSIA
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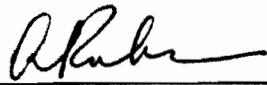
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EXECUTIVE SUMMARY

SPG Technologies Enterprise is designed to be a one-stop IT solutions center by providing computer maintenance and services, computer hardware and software supply, software development and multimedia design. In line with the company's start-up plan, we focus on development of software products. This business plan was prepared to get a business loan of RM60, 000.

Having a vast experience in Information Technologies, currently SPG Technologies is working on the development of software service system called MOBILE REAL ESTATE AGENT.

MOBILE REAL ESTATE AGENT or M-RESTA is a mobile base system using Short Message System or SMS to manage landed property for renting, selling and buying. These properties include house and land. M-RESTA creates a new virtual intermediary that offers benefits for both the buyer and the seller. For the buyer this should result in lower prices, lower search costs and lower order costs and for the seller this should increase market coverage, lower marketing and distribution costs.

The main objective of M-RESTA is to drive out inefficiency within the industry which by default requires proactive cooperation between buyers and sellers. The service is the SMS for property information where buyers can access to a wide range of property and services accompanied by the relevant information through their own mobile phone. On the others side the sellers can advertise their property for selling or renting. This is much better than news paper or magazine which in currently popular in advertising their property. The other current method is the website or web base system. Web site has limitation where people need to have computer and internet access. Some of the latest mobile phone can open web base system, but it still has limitations because internet from mobile phone is slightly different from using a computer, in terms of speed and interface.

This service is unique as it provides property for renting, buying and selling through mobile access. Similar services are only available through the web. M-RESTA provides fast, easy and smart access to property business activities.

The Market

M-RESTA provides services such as search, rent, buy or sell property using mobile phone via SMS. M-RESTA services will be targeted to those who are looking for property to rent, buy or sell. Potential users are tenant, landlord, property agent, student and tourists. There are four stages of market target growth.

- The startup: service will be provided to small areas, for example, universities and colleges. Targeted to student, lecturer and universities event.
- The second stage: market will expand to small towns where properties in these areas are not included in any property advertisement.
- The third stage: service will focus on big cities such as Kuala Lumpur, Penang and Johor Bharu.
- The Finale stage: services will cover the whole of Malaysia.

The Products & Services

The system which is called M-RESTA is a new innovative idea that will provide mobile based services via SMS. This is an added service to other current services provided through SMS. M-RESTA will be developed to provide the service of search, rent, buy and selling property using mobile phone via SMS and not through the internet.

Functions of the service will be to process requirements from user query, do the data matching and produce feedback on relevant information. Other functions are to store information from users and updating data.

The Strategy

M-RESTA will follow five precise strategies to achieve the desired growth.

1. Build customized versions of products such as different languages for different user.
2. Use strong marketing infrastructure
3. Promote the do-it-yourself concept to end users by training them to use the service.
4. Store all M-RESTA user data so that any new services created or produced can be promoted earlier
5. Focus on follow-up technology which is more appropriate for the masses.

Ringkasan Eksekutif

SPG TECHNOLOGIES ENTERPRISE ditubuhkan adalah untuk menjadi pusat utama mengurus dan penyelesaian berkaitan teknologi maklumat atau IT. Menyediakan pelbagai perkhidmatan seperti penyelenggaraan komputer, perbekalan perkakasan dan perisian komputer dan pembangunan reka bentuk perisian dan multimedia. Sejalan dengan rancangan penubuhan syarikat, syarikat ini memberi fokus kepada pembangunan produk perisian. Rancangan Perniagaan ini disediakan untuk mendapatkan pembiayaan perniagaan sebanyak RM60, 000.

Mempunyai pengalaman yang luas dalam bidang Teknologi Maklumat, pada masa ini SPG TECHNOLOGIES sedang dalam proses pembangunan sistem perkhidmatan perisian yang dipanggil MOBILE REAL ESTATE AGENT.

MOBILE REAL ESTATE AGENT atau M-RESTA adalah satu sistem berasaskan teknologi mobile base yang menggunakan perkhidmatan Sistem Pesanan Ringkas atau SMS bagi menguruskan aset seperti penyewaan, penjualan dan pembelian. Aset-aset ini adalah aset rumah dan aset hartanah. M-RESTA mencipta satu perantara maya yang memberi kemudahan dan faedah untuk kedua-dua pembeli dan penjual aset. Untuk pembeli, perkhidmatan ini sepatutnya memberi faedah pencarian harga aset yang cepat dan kos proses pencarian dan pesanan yang lebih rendah. Manakala bagi pihak penjual, perkhidmatan ini meningkatkan liputan pasaran, merendahkan kos-kos pengedaran dan pemasaran.

Objektif utama bagi M-RESTA adalah untuk mengurangkan ketidakcekapan pengurusan di dalam industri aset dan hartanah ini, selain meningkatkan kerjasama proaktif antara pembeli dan penjual. Perkhidmatan ini adalah perkhidmatan SMS untuk mendapatkan maklumat harta di mana pembeli aset boleh mencapai maklumat harta dalam satu julat lingkaran kawasan yang luas dengan diiringi oleh maklumat-maklumat yang bersesuaian melalui telefon bimbit mereka sendiri. Manakala disebelah pihak penjual, mereka boleh mengiklankan harta mereka untuk dijual atau disewakan. Proses perkhidmatan ini adalah lebih baik berbanding penggunaan surat khabar atau majalah yang pada masa ini adalah yang paling popular untuk tujuan mengiklankan hartanah. Selain itu, kaedah lain yang biasa digunakan adalah menerusi laman web atau sistem berasaskan laman web. Walaubagaimanapun laman web mempunyai had di mana

pengguna perlu mempunyai komputer dan capaian internet untuk menggunakan perkhidmatan ini. Sesetengah telefon bimbit yang terbaru mempunyai kemudahan mencapai lama web, tetapi juga mempunyai kelemahannya yang tersendiri dari sudut antaramuka pengguna dan kelajuan capaian.

Perkhidmatan ini adalah unik sebagai perkhidmatan yang menyediakan pengurusan aset harta untuk disewa, dijual dan pembelian menerusi capaian telefon bimbit. Perkhidmatan yang serupa hanya boleh didapati melalui laman web. M-RESTA menyediakan akses yang cepat, mudah dan pintar untuk aktiviti-aktiviti perniagaan aset hartanah.

Pasaran

M-RESTA menyediakan perkhidmatan seperti mencari, menyewa, membeli dan menjual aset hartanah menggunakan telefon bimbit menerusi khidmat pesanan ringkas. Perkhidmatan M-RESTA akan mensasarkan kepada sesiapa yang mencari aset hartanah untuk menyewa, membeli dan menjual. Antara sasaran yang berpotensi adalah pemilik hartanah, ejen hartanah, pelancong dan pelajar. Terdapat empat peringkat sasaran pasaran.

- Peringkat permulaan: perkhidmatan mensasarkan kawasan-kawasan kecil. Sebagai contoh university dan kolej antara sasaran permulaan. Sistem menyasarkan kepada pensyarah, pelajar dan aktiviti-aktiviti di universiti dan kolej.
- Peringkat kedua: pasaran akan berkembang ke kawasan-kawasan pekan-pekan kecil dimana kawasan-kawasan ini tidak termasuk dalam mana-mana aktiviti pengiklanan aset hartanah.
- Peringkat ketiga: perkhidmatan akan mensasarkan kepada Bandar-bandar besar seperti Kuala Lumpur, Penang dan Johor Bharu.
- Peringkat terakhir: perkhidmatan akan meliputi seluruh Malaysia.

Produk dan Perkhidmatan

System M-RESTA adalah satu sistem yang unik, merupakan sistem berasaskan teknologi mobile base yang menggunakan khidmat pesanan ringkas atau SMS.

Perkhidmatan M-RESTA dibangunkan untuk menyediakan perkhidmatan mencari, menyewa dan membeli aset hartanah dengan menggunakan telefon bimbit menerusi SMS, bukan menerusi laman web dan internet. Fungsi setiap khidmat yang diproses adalah daripada maklumat masukan pengguna, melakukan penjadohan data dan memberi maklum balas dengan maklumat yang bersesuaian. Fungsi lain adalah menyimpan maklumat daripada pengguna selain mengemaskini maklumat.

Strategi

M-RESTA akan mengikuti lima strategi dibawah untuk mengembangkan perkhidmatan ini.

1. Membangunkan produk dengan versi yang berlainan atau berbeza sebagai contoh menggunakan bahasa yang berbeza untuk pengguna yang berbeza.
2. Menggunakan infrastruktur pengiklanan yang bersesuaian
3. Mempromosi konsep melakukan sendiri kepada pengguna seperti member latihan untuk menggunakan perkhidmatan ini.
4. Menyimpan maklumat pengguna perkhidmatan ini supaya sekiranya terdapat perkhidmatan yang baru, mereka ini adalah golongan yang terdahulu akan di promosi.
5. Sentiasa mengikuti perkembangan teknologi semasa agar perkhidmatan bersesuaian dengan edaran masa.

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TABLE OF CONTENTS

	Page
PERMISSION TO USE	i
EXECUTIVE SUMMARY.....	ii
ACKNOWLEDGEMENTS	ix
TABLE OF CONTENT.....	xi
LIST OF TABLES.....	xiii
LIST OF FIGURES	xvi

CHAPTER ONE: INTRODUCTION TO THE COMPANY

1.1 Company Background.....	1
1.2 Business Intent.....	5
1.3 Growth Strategy.....	6
1.3.1 Financial Strategy.....	6
1.3.2 Technology and Product Development Strategy.....	6
1.3.3 Marketing Strategies to increase market or mind share.....	6
1.4 Target Market.....	7
1.5 Revenue Model.....	8
1.6 Operational Setup.....	11
1.7 Long Term Goals of company.....	12
1.8 Market & Competitor Information.....	13

CHAPTER TWO: EMPLOYMENT OF KNOWLEDGE WORKER

2.1 Management Team.....	17
2.2 Organizational Chart.....	18
2.3 Human Resource Plan.....	20

CHAPTER THREE: PRODUCT DESCRIPTION

3.1 Product Overview.....	22
3.2 Customer Value Proposition (Problem Statement).....	22
3.3 Objective.....	23
3.4 Scope of the Product.....	23
3.5 Uniqueness of the Product (Includes product comparison with other similar products in the market)	24
3.6 Target User.....	25
3.7 Product Features.....	27
3.8 Product Limitations.....	33
3.9 Development Tools.....	33
3.10 Hardware and Software Requirements.....	35

CHAPTER FOUR: MARKETING PROGRAM

4.1 Marketing Overview.....	36
4.2 Marketing Programs/Plans.....	39

CHAPTER FIVE: FINANCIAL PROJECTIONS

5.1 Financial Overview.....	42
5.2 Financial Plan.....	45
5.3 Profit and Lost Statement.....	51
5.4 Balance Sheet	53

CHAPTER SIX : CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS AND SUGGESTIONS	57
REFERENCES.....	58
ANNUAL REPORT.....	60

APPENDIX A: COMPANIES COMMISSION OF MALAYSIA
CERTIFICATION.....74

APPENDIX B:MINISTRY OF FINANCE CERTIFICATION75

APPENDIX C: CROSS FUNCTIONAL DIAGRAM.....77

APPENDIX D: LIST OF REQUIREMENT79

APPENDIX E: BUSINESS PROCESS LOW.....80

LIST OF TABLES

Table 1.1: Assumption M-RESTA revenue for 3 year	10
Table 1.2: Business investment and start-up cost.....	11
Table 1.3: Strategy to compete against the competitor	16
Table 2.1: Projected human resource plan for 3 year	21
Table 3.1: Percentage share of hand phone subscriber base	26
Table 3.2: Percentage hand phone user base on employment status	26
Table 3.3: Hardware and software requirement	35
Table 5.1: Fix Asset and Equipment Already Have	42
Table 5.2: Fix Asset needed.....	42
Table 5.3: Project Investment Cost.....	46
Table 5.4: Table Funding Resource.....	47
Table 5.5: Table Service Price.....	48
Table 5.6: Table Service profit.....	48
Table 5.7: Table cash flow	49
Table 5.8: Table profit and lost statement.....	51
Table 5.9: Table balance sheet year 1.....	53
Table 5.10: Table balance sheet year 2.....	54
Table 5.11: Table balance sheet year 3.....	55

LIST OF FIGURES

Figure 1.1: Long term goal graph.....	12
Figure 2.1: Organizational chart.....	18
Figure 3.1: Target user.....	26
Figure 3.2: Picture system operational flowchart.....	28
Figure 3.3: M-RESTA register example.....	29
Figure 3.4: M-RESTA searching example.....	30
Figure 3.5: M-RESTA advertise Picture.....	31
Figure 3.6: Developer company real estate business process	32
Figure 4.1: Mobile penetration graph in Asia	36
Figure 4.2: Press cutting from Nasional newspaper	37
Figure 4.3: Pie chart People use SMS and download service.....	37
Figure 4.4: Graph total expense for advertising site yearly.....	39

CHAPTER ONE

INTRODUCTION TO THE COMPANY

1.1 Company Background

SPG Technologies Enterprise has been registered since 14 February 2008 and is a partnership type of business. This company involved in Multimedia development and Information Communication Technology (ICT) since February 2008. It is a hundred percent Bumiputra-owned Company managed by a dedicated team of experienced professionals in the areas of system engineering and multimedia content.

Our Value

- *Attitude:* Positive attitude towards delivering our services to our clients.
- *Teamwork:* We share and together driving towards the same goals, objectives and direction.
- *Enthusiasm:* It symbolizes excitement and passion. In everything we do, we first deliver enthusiasm.
- *Creativity:* We create and deliver the best solutions for all.
- *Continuous Improvement:* We emphasize on '*learn it together, grow it together*'.

The contents of
the thesis is for
internal user
only

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